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AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of communicating in a wireless communication system having a plurality of mobiles, the method comprising ~~the step of:~~
designating marketing and/or advertisement information based on information stored in a database and associated with goods and services provided by entities having an agreement with the wireless communication system; and
transmitting the marketing and/or advertising information.
2. (Currently Amended) The method of claim 1 where the step of transmitting the marketing and/or advertising information comprises:
determining whether a received identification number is stored in a visitor location register (VLR); and
designating a mobile based on a history of the mobile's identification number stored in a VLR database.
3. (Original) The method of claim 1 where the system designates marketing and/or advertising information for a mobile based on the mobile's current location.
4. (Original) The method of claim 1 where the marketing and/or advertising information is transmitted over a signaling channel of the communication system.

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5. (Original) The method of claim 1 where the marketing and/or advertisement information is arranged in a format and transmitted as per a protocol being followed by the communication system.

6. (Currently Amended) The method of claim 1 where the transmission of the marketing and/or advertising information is postponed until a mobile whose identification number located in a home location register ~~an~~ (HLR) or a visitor location register (VLR) was ~~use~~ used to designate the marketing and/or advertising information is in idle mode.

7. (Currently Amended) The method of claim 1 where the transmitted marketing and/or advertisement information is based on information stored in a visitor location register (VLR) and at least one ~~or more~~ database in communication with the system.

8. (Original) The method of claim 1 where at least one of the mobiles is a cellular phone or a wireless computer.

9. (Previously Presented) A method of communicating in a wireless communication system, the method comprising the steps of:

transmitting an identification number; and

receiving marketing and/or advertising information as designated by the identification number, where the marketing and/or advertising information is associated with goods and services provided by entities having an agreement with the wireless communication system.

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10. (Currently Amended) The method of claim 9 where the system designates marketing and/or advertising information based-for a mobile of the communication system based on the mobile's a current location of the mobile.

11. (Original) The method of claim 9 where the marketing and/or advertising information is arranged in a format and transmitted as per a protocol being followed by the communication system.

12. (Original) The method of claim 9 where the reception of the marketing and/or advertising information is postponed until a mobile whose identification number located in a visitor location register (VLR) was used to designate ~~designated~~ the marketing and/or advertising information is in idle mode.

13. (Currently Amended) The method of claim 9 where the transmitted marketing and/or advertising information is based on information stored in a visitor location register (VLR) and at least one or more databases ~~database~~ in communication with the system.

14. (Original) The method of claim 9 where the marketing and/or advertising information is transmitted by a cellular phone or a wireless computer.

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15. (New) A method of communicating, comprising
determining if a mobile is in a location corresponding to a home location for the mobile;
and

transmitting marketing information to the mobile if the location is outside of the home
location for the mobile, the marketing information is regarding at least one of a product or service
that is distinct from wireless communications provided by a wireless communication system being
accessed by the mobile and the marketing information is intended for a visitor to an area including
the location.

16. (New) The method of claim 15, comprising
determining if an identification of the mobile is currently in a wireless communication
system home location register associated with the location or in a wireless communication system
visitor location register associated with the location; and

determining that a user of the mobile is a visitor to the location if the identification of the
mobile is currently in the visitor location register.

17. (New) The method of claim 16, comprising
determining a history of the identification within the visitor location register; and
determining whether the user of the mobile is a visitor to the location based upon the
determined history.

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18. (New) The method of claim 17, comprising
determining that the user of the mobile is a visitor to the location if the determined history indicates use of the identification in the visitor location register that is below a threshold; and
determining that the user of the mobile is not a visitor to the location if the determined history indicates use of the identification in the visitor location register that is above the threshold.
19. (New) The method of claim 18, wherein the threshold indicates at least one of a number of times or an amount of time that the identification is in the visitor location register within a recent time frame of a selected duration.
20. (New) The method of claim 15, comprising
determining whether the mobile is idle; and
only transmitting the marketing information to the mobile when the mobile is idle.